

"The Store where the Christmas Spirit Reigns Supreme"

Wichman & Co.

JEWELERS

Offer their entire immense resources and their courteous services to facilitate the buying of worthy Christmas Gifts.

Optimism was behind the purchase of every article we offer in our store for Christmas buying. We believe that optimism and "the true spirit of Christmas" are nearly identical terms—in that they both imply Love, Wholesomeness, Appreciation and Generosity.

Optimism should characterize your giving. The true spirit of Christmas will show itself in the gifts you receive; and it's your part to show it in the gifts you give.

Worthy Gifts at Wichman's

All
Goods
of
Standard
Value



"If it's
from
Wichman's
You Know
it's Good."

No single page is large enough to list each item in our store, and such a list would be of very little help.

The best list is the list YOU make as you stroll through the store, noting the beautiful and worthy Jewelry, and the articles in Gold, Platinum, Silver, Glass, Leather, etc. Our courteous and reliable sales force will give full information.

Do us the honor, and yourself the justice, to see our goods, whether you purchase or not.

CHRISTMAS
ON THE MAINLAND

CHRISTMAS
IN HAWAII

